

1-20 (Original)

21. (Currently Amended) A method for implementing a telecommunications initiated data fulfillment service comprising the steps of:

entering an input sequence including a multi-function key sequence using a telecommunications device;

receiving a communication comprising the input sequence at a telecommunications switch, and at the switch:

recognizing the multi-function key sequence as a trigger code,

holding the communication,

looking up an instruction set identified by the input sequence,

delivering an audio or data message to the telecommunications device,

discontinuing the communication,

identifying an identification code associated with the telecommunications device,

assembling a data message comprising the input sequence and the identification code, and

transmitting the data message; and

receiving the data message at a data fulfillment center, and at the data fulfillment center:

~~looking up a pre-defined data address associated with the input sequence, the identification code, or a combination of the input sequence and the identification code;~~

identifying a response action associated with the data message input sequence, the identification code, or a combination of the input sequence and the identification code, and

implementing the response action.

22-31 (Original)